ABSTRACT OF THE DISCLOSURE

In embedding a dot pattern in an image, use of a
dot pattern component that mainly aims at suppressing
any degradation in image quality sacrifices accurate
information detection. Conversely, use of a component
that aims at improving the detection accuracy largely
degrades the image quality. Error diffusion is
executed for an image, a component of a dot pattern to
be embedded is determined on the basis of the image
that has undergone error diffusion, and the dot pattern
is embedded in the image that has undergone error
diffusion using the determined component.